



Inspiring Excellence

Report on



Asiatic Experiential Marketing Limited

Report on
BTL Activities
Of
Asiatic Experiential Marketing Limited

Submitted to:

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Date: 2nd May 2016

Letter of Transmittal

2nd May, 2016

Mr. Arifur Rahman Khan

Lecturer

BRAC Business School

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Subject: Request for Internship Report Submission on Asiatic Experiential Marketing Limited.

Dear Sir,

I would like to submit my report titled 'Asiatic Experiential Marketing Limited' prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in AEML and working there under the department of client service and operation from (December 23 – April 16). Working on this report gave me a great learning experience where I came up to know the differences between how theoretical experience and practical experience matters. Hopefully you will find the report to be valid, methodical.

It was a huge opportunity for me to do my internship report under your guidance therefore I would like thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. However, I will be available if you have any query.

Sincerely yours,

Saddam Hassan

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BRAC Business School

BRAC University

Acknowledgement

At the beginning of preparing the intern report, I would like to convey appreciation to Almighty ALLAH for blessings in completing this report. I would like to thank my parents who deliberately supported me from all areas during my under graduation and kept faith on me. This internship report is an actual picture of effort of so many people. For this, I am grateful to a number of people who helped me to organize this report and their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

Firstly, I would like to thank my Internship Supervisor Arifur Rahman Khan, Lecturer, BRAC Business School, for his liberal guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Secondly, I would also like to express thanks to my organizational supervisor at AMEL. Maliyat Samad Liana, Senior Executive, Client Service and operation. He is very generous and fun loving guy who directed me towards the right information. I would also like to thank Joy Clive, Key Accounts, Client Service my reporting boss, who taught me a lot of things and supported me at every aspect throughout the internship period. To be honest without him it was impossible for me to survive my internship period.

Their valuable contribution has smoothed the successful completion of this report to a great extent.

May 2nd, 2016

Saddam Hassan

Table of Contents

Chapter 01: Organization Profile	1
1.1 History.....	1
1.2 Company Overview.....	1
1.2.1 Asiatic 360.....	2
1.2.2 Asiatic JWT.....	2
1.2.3 Asiatic Marketing Communication Ltd. (AMCL).....	2
1.2.4 Asiatic Social Limited.....	3
1.2.5 GroupM.....	3
1.2.6 Asiatic Experiential Marketing Limited.....	3
1.2.7 MRC-Mode.....	3
1.2.8 Forethought PR.....	3
1.2.9 Nayantara Communication.....	4
1.2.10 Asiatic Experiential Marketing Limited (AEML).....	4
1.2.11 Vision Statement.....	4
1.2.12 Mission Statement.....	4
1.3 Services.....	5
1.4 Managerial Organogram of Asiatic 360.....	7
Chapter-2	8
2.1 Job Description.....	8
2.2 Specific responsibilities of the jobs.....	8
2.3 Critical observation and recommendation.....	9
Chapter-3	10
3.1 Project Summary:.....	10
3.2 Objectives of the study:.....	10
3.2.1 Primary Objective.....	10
3.2.2 Secondary Objective.....	10
3.3 Methodology:.....	10
3.3.1 Sources of Data:.....	11
3.4 Limitation of the Report.....	11
Chapter-4	13
4.1 hangout:.....	13

4.2	Strategic Approach:.....	14
4.3	Facebook Page& Group:	15
4.4	Involvement of the Group:.....	16
4.4.1	What we do at hangout:	17
4.4.2	hangout at university's.....	17
4.5	Analysis on hangout Project:.....	19
4.6	My Involvement in hangout:.....	19
4.7	Conclusion of hangout	20
4.8	Recommendation.....	20
	Report Conclusion.....	21
	References	22

Executive summary

Below the line marketing activities becomes so complicated in twenty first century. It is very important for an agency to maintain the service quality and satisfy its clients by delivering the service in the shortage time period.

Complication becomes so acute when an agency needs to deal with both of the client group one is Social Client and Another one Corporate Client. Both of the groups has a distinguished set of complications in order to provide the service but Asiatic events has managed over the year finest possible way to service its clients and that is why Asiatic Events is the Industry leader in Below the Marketing Agency. They design the corporate events with the ambience relevant to the project which is vital key for success. Every day they are concern to reduce the gap between client and themselves which helps them to provide better service which helped them to dominate the competitors.

Today in the market most of the renowned brands look for AEML for designing their BTL campaigns, this is possible because they are able to position in the mind of the consumer. Clients such as BATB, Grameenphone, Unilever, HSBC etc. are main stakeholder of Asiatic. Grameenphone's new platform for youth based community "hangout" is one of the big projects we are working with right now.

Chapter 01: Organization Profile

1.1 History

In 1998 by organizing the Mini World Cup Asiatic Experiential Marketing Ltd began its journey. There were major setbacks which leads AEML become a loss making company during the year of 2002 to 2006. But dark times started to fade away during the year 2007 as changes took place in management and potential, dynamic workforce were hired by the company. Today AEML in its 18th year of operation is ahead of its competitors setting up a benchmark in the agency arena. It has proven its worth to the client base and the goodwill is so palpable that the client does not hesitate to pay an extra charge for their superb services. AEML has proven track records in planning, designing and implementing a wide range of events and activations on behalf of various consumers' brands of different multinational and local companies. And the dedication of the workforce strengthened the pillar of company to achieve fame and fortune.

1.2 Company Overview

Asiatic started its journey in the year 1966, 15th March, as East Asiatic. Initially it used to offer service to a wide range business in the absence of brands (for instance-jute mills; they worked on a campaign to communicate the important role of jute mills in people's live). In the later years of its operation when East Asiatic transformed into Asiatic 3sixty, it became one of the largest total marketing communication group in Bangladesh. Since then it offered 360 degree marketing solution to its multinational and local clients.

Asiatic built an international partnership with J. Walter Thompson in 1996. J. Walter Thompson is basically an international advertising agency headquartered in New York. Later in 2005, the agency was "re-lunched" by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the

advertising innovation in Bangladesh. JWT the fourth largest marketing communication agency in the world has nearly 10,000 employees in more than 200 offices in over 90 countries, serving over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The range of Asiatic service rise above the frontiers of advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management and Marketing and Product Planning. Asiatic JWT's job is to ensure that more people spend more time with its client's brands and purpose is to create ideas that people want to spend some more time with. They hold a belief that better the idea the more people will spend time with it.

1.2.1 Asiatic 360

The various concern of Asiatic 3sixty is:

1.2.2 Asiatic JWT

This particular wing is the associate wing of the JWT worldwide in Bangladesh and they shares creative support and other marketing communication related support from JWT worldwide, since the multinational corporate client's base requires such associations with worldwide marketing agency. Under Asiatic JWT there are two main sub-functions.

1.2.3 Asiatic Marketing Communication Ltd. (AMCL)

This wing creates all types of marketing communication materials for the clients; the materials are basically targeted to mass consumer which can be anything ranging to a banner print creative to a complete ATL advertisement. This wing mainly works with the ATL communication of the clients and provides all the creative support to all the other wings the coordination of which provides the client a 360-degree marketing solution. One of the major support requirements came from AEML itself as it needed all the creative materials of the clients for the BTL communication and Activation programs that it launched.

1.2.4 Asiatic Social Limited

Social Marketing Communication wing of the Asiatic JWT, addresses social marketing and social issues and mainly works with various NGO's (Non-Governmental organization), the government and other social marketing companies to provide marketing solutions for social issues.

1.2.5 GroupM

This sub-function basically contains three differentiated departments : Asiatic Mindshare, Maxus and Media edge, all of which has only one basic function which extremely diversified itself in nature and is very challenge: Media Buying. Media buying is the procurement of the best possible placement and price of a piece of media real estate within any given media. The main task of media buying lies within the negotiations of price and placement to ensure the best possible value can be secured.

1.2.6 Asiatic Experiential Marketing Limited

This particular department deals with BTL activities, Below the Line Marketing solutions wing of Asiatic 3sixty and provides the best activation and BTL marketing solutions to its clients. I have completed my internship on this very department, therefore, further description is provided in the report.

1.2.7 MRC-Mode

This is the market research wing of Asiatic 3sixty and it designs research formats ad research methods to provide the client with all the important, relevant and desired information accurately and in a user friendly fashion which aids the clients decision making and program launch process.

1.2.8 Forethought PR

This is sub unit that deals with public relation and media management. This department ensures that the right message is conveyed by the media and also helps in communications not through the traditional methods but through the publicity and management. During an event when media coverage is demanded by clients Forethought PR covers the report for the next day newspaper and so on. This department keeps liaison with individuals and figureheads who play an important role in the society, whichever social strata they belong to and ensures that they communicate the right message through appearances, performances, etc.

1.2.9 Nayantara Communication

This is audiovisual (AV) production unit which facilitates Asiatic 3sixty and creates all the audiovisual elements that the AMCL or AEML or any other department requires. They are the individuals who shoot, edit and create audiovisual presentation, which may be in the form of a drama, short film, etc. This department is also associated of Sesame Street Inc. in Bangladesh and communications educational videos and games in Bangladesh.

Along with these departments and sub units, Asiatic 3sixty also has 20 Miles, which is another audiovisual production house of Asiatic 3sixty and their own in house printer called the Moitree Printers.

1.2.10 Asiatic Experiential Marketing Limited (AEML)

Asiatic Experiential Marketing Limited provides BTL marketing service to various local and multinational farms. It is a part of the Asiatic 3sixty but has its own individual operation and works independently within the group.

Asiatic Experiential Marketing Limited stepped on ground back in 1997. This was the era when suddenly there was a need of a BTL marketing, activation and communication platform with the experience individuals who basically can operate into this platform. Asiatic Experiential Marketing Ltd has a pioneer in popularizing the concept of professional event management and marketing in Bangladesh. Being a part of the largest marketing communication group of company, which is the Asiatic 3sixty, it did not take AEML very long to establish itself as the best activation and BTL marketing and communication agency in Bangladesh.

1.2.11 Vision Statement

“To achieve the **most preferred** below the line marketing solution offer.”

1.2.12 Mission Statement

“Generate year on year sustainable growth whilst consistent customer satisfactions.”

1.3 Services

AEML is one of the leading BTL agencies in Bangladesh. They provide a 360 degree solution for business as well as support to doing business from root level. The core essence of marketing actually starts with its root customer base where AEML offers adaptable solution. They have the strongest B2B base where the leading companies are its stakeholders. Such as British American Tobacco Bangladesh, Unilever Bangladesh, HSBC, Standard Chartered, Grameenphone, Airtel Bangladesh and Nokia etc. Apart from these corporate clients they have United Nations bodies including the UNDP, UNFPA, UNICEF, World Bank, IDB clients from NGOs such as the Plan, Katalysist, IYCF, Engender Health, and Embassies development programs from USAID, UKAID and the Bangladesh Government.

In term of service, they provide two types of service to their clients. One is Client Service where all the corporate events are designed and on the basis of client demand they provide solution. The solution driven activity begin with the planning department and then goes to the client service department and then goes to the Operation department. This solution includes marketing plan, requirements, budgets and time frame to achieve the goal.

Another service they provide is “Activation”. This term is known as campaign or direct marketing. A team of enthusiastic people are working with this activation activity. They are capable to go anywhere, any time and can reach the remote customer base.

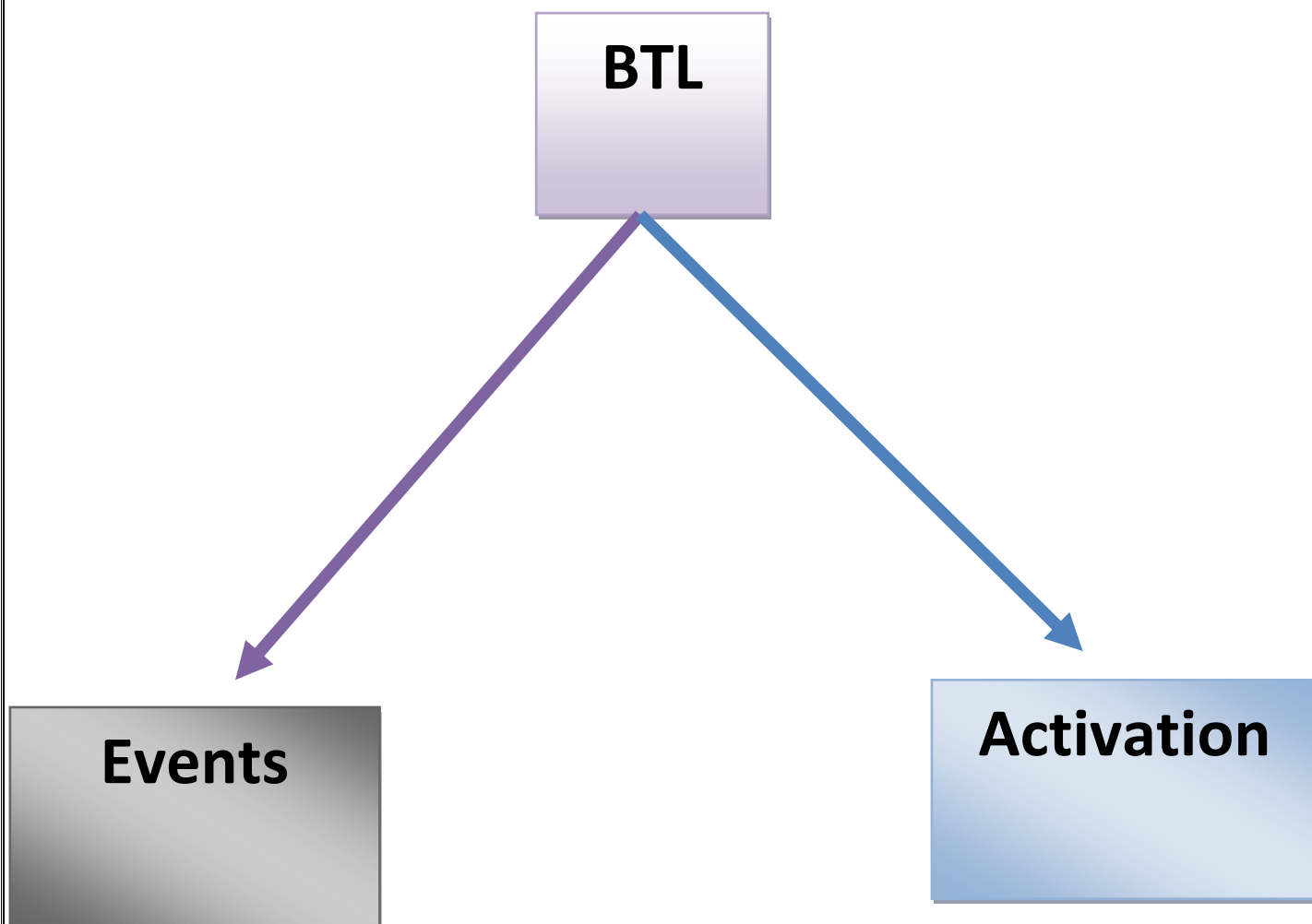


Figure-1: Services of Asiatic EXP

1.4 Managerial Organogram of Asiatic 360

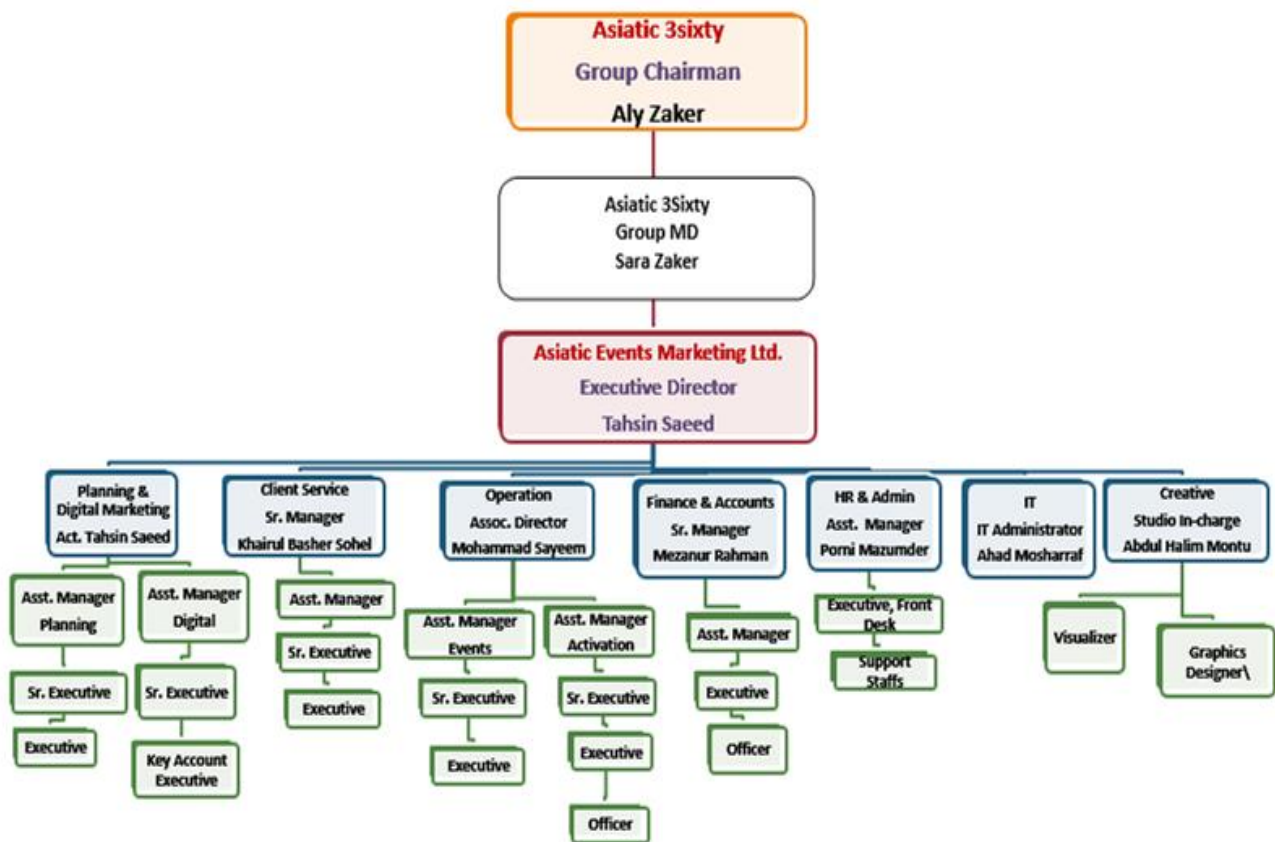


Figure-2: Organogram of Asiatic 360

Chapter-2

2.1 Job Description

As an intern, I worked under two divisions. One is client service and another one is with operation department. Being on Client service department, my duties was to communication with the clients and manage third party vendor to get the job done. Simultaneously, I worked with the operation team where all the activity of marketing actually starts. I was assigned with hangout –a project by grammenphone where I worked as a team coordinator.

2.2 Specific responsibilities of the jobs

Normally Asiatic events at first get case brief from its client's majority of times in oral form then in written documents. Corporate Clients case brief is more presentation oriented and developed with its own communication and marketing team. The job responsibility covers

- Getting brief from clients
- Make a checklist for job to do
- Make a proposal
- Pitch the proposal to the clients
- Collect feedback and make negotiation
- Transfer it to the Operation department as per budget clearance
- Follow up the activity

2.3 Critical observation and recommendation

The competition in the market is so high that everyone has to give their best to get any contract. My duties were much more supportive and not structured. I usually get instruction from my supervisor regarding clients demand and protocols. These days the job duties are not that much structure and do not have any specific duties. These have both positive and negative effects. Sometimes specific job duties can reduce the proper utilization of resource but can be helpful to ensure the quality of the job. Else, undefined job duties can cause unexpected result and annihilation on jobs but sometimes it is good for organization if the resource used in proper way to get the job done.

What I feel, the organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometime the work pressure is so high that they need to outsource people to manage the situation.

Chapter-3

3.1 Project Summary:

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them AEML has offered me to do so. Reporting to the Manager, the internship period has been started since 23rd December, 2015. During my internship period I worked with hangout project for three months .While working with these projects the divisional head gave me a brief of the functions of the units. As I got the chance to work practically here, so I would like to describe my contribution to AEML.

3.2 Objectives of the study:

3.2.1 Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School.

3.2.2 Secondary Objective

- **To meet the terms with the entire business procedures**
- **To formulate a bridge between the theories and practical procedures of product distribution and operation.**
- **To be aware of the terms of Marketing that has been taught in the BRAC University**
- **To gain practical experiences and view the application of theoretical knowledge in the real life**

3.3 Methodology:

This report has been prepared on the basis of experience gathered during the period of internship. At first the topic objectives were selected and I collected data regarding the report.

3.3.1 Sources of Data:

Sources of data were collected through two segments. I) Primary and ii) Secondary Data

Primary Sources of data were

- Practical desk work
- Conversation with the employees
- Conversation with the clients
- Appropriate file study as provided by the concern
- Personal experience gained by visiting & working with different people

Secondary Sources of data were

- Annual reports of AEML
- Different “Procedure Manual” published by the AEML
- Publications obtained from different libraries and from the internet.

3.4 Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department I could not apply all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up to date data was another shortcoming. Many employees have not been interviewed as they are whole day busy with their Works.



Chapter-4

4.1 hangout:

Hangout is basically an youth platform where gameenphone promote their digital services like Comoyo, WoWbox, GPmusic and Flexiplan service. Where the target group is involved in various activity of present day's interest. The platform actually matches with the present day life style of the youth. They would like to introduce hangout platform to constantly engage youth with different activities, both in on-line and offline. Under hangout platform, they will do different types of lifestyle activities; provide benefits and rewards which will stimulate usage.

The target group is 18 to 26 years old people those are the core youth group with versatile mindset and lifestyle. Gameenphone have a long term business plan with that hangout platform. The journey started Two years ago with the target of introducing youth with their digital services. Hangout contain a Facebook page,. By this online platform it actually communicates with the youth. We provide many offers and facility to this group member.

4.2 Strategic Approach:

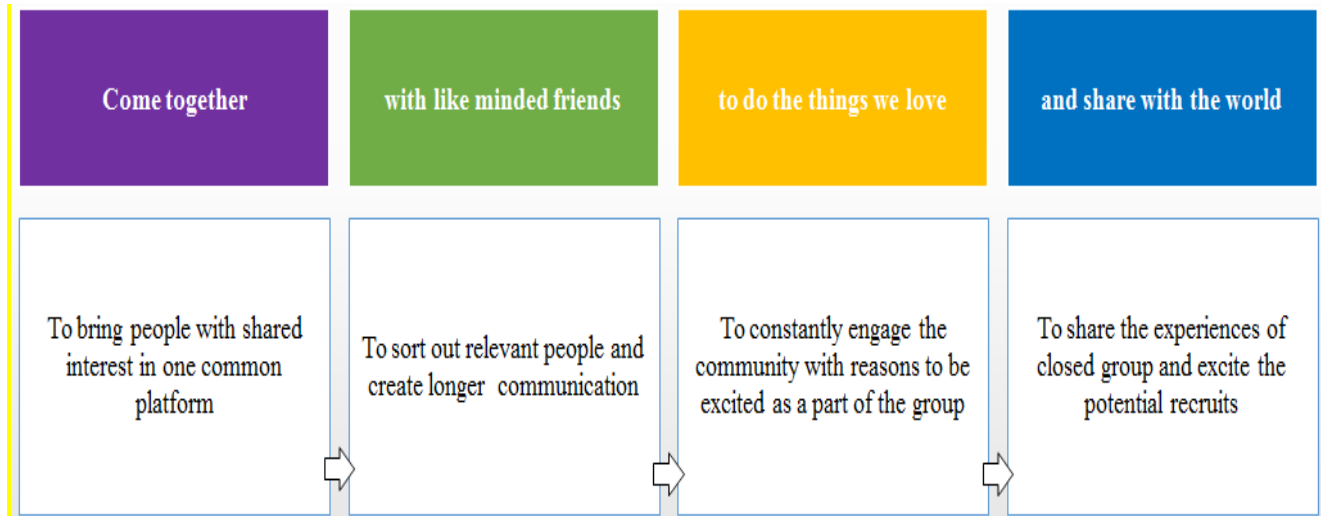


Figure-4: Strategic Approach

To bring people in a common platform is the dictum of this project. Hangout aims to do program in different universities throughout the country. By activation and student involvement, hangout collects member from different universities.



Figure-5: hangout project run

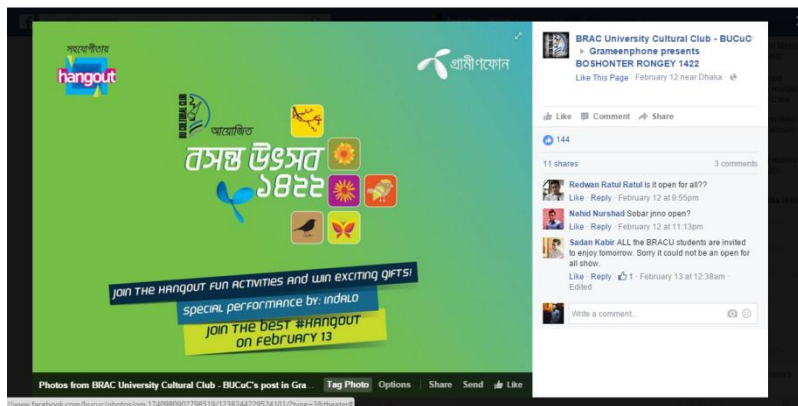
4.3 Facebook Page& Group:

The Facebook page is actually the medium of communication. The page gives

- A glimpse of what happens in the event day.
- Ensures spill over impact on TG
- Place of leveraging the community activities

Promotional activities are also run on that page. Campus based targeted promotion from hangout Facebook page during start up activation. In an easy way, it's a paid add promotion to the targeted people. For example: Hangout already launched its activation campaign at BRACU on 13th February, 2016. It ran ad campaign 4 days before for BRAC University students. Through

search ad campaign different terms related with targeted interest areas has incorporated and thus people are directed to hangout communication.



4.4 Involvement of the Group:

They are organizing several events to ensure involvement of the Group members. Small events will be conducted in a month to keep our hangout active all the time. Big Events is being organized in big occasions like in pohela boshonto we organized hangout presents boshonto utshob 1422 for every interest Area will be held for giving our hangout fans the special feeling for being part of it. Already I have done 18 big events successfully under my supervision titled. In the upcoming months we will be doing lot more events around the country

4.4.1 What we do at hangout:

Hangout is one of the biggest projects currently grameenphone is running, as I mentioned earlier Gp hangout is a youth platform where they promote their digital services. In the hangout program we chose a university where we can run our program for whole day and promote Gp digital services to the university students. The event day starts with the booth engagement where we setup four different booths for four digital service smart brand promoters are always there to help students to download the apps. If anyone downloads the app he/she is provided with small gifts like Gp branded t-shirt, badge, stickers. The event full day ends with a musical performance by a band team.

In the hangout activation we do activation on two places one is on the university and other one is the restaurants.

4.4.2 hangout at university's

Universities are the prime target for doing hangout activations , as it's become easy to reach the TG .Till now I have done hangout program at eight university's around the country



Figure-6:hangout activation places

4.5 Analysis on hangout Project:

The hangout project is a long term and one of the big projects of grameenphone. They invested hell lot of money to just build an Youth platform. For sure, they have a bigger plan rather than only this type of involvement. They will promote their “hangout” benefits among the youths in coming times. However, AEML is currently handling all the activity such as gathering members, cracking deals with partner, planning and organizing events, activation, promotion, and public relation etc of this project.

4.6 My Involvement in hangout:

I am one of the key resources for that project. So I was involved with many activities of hangout. Such as

- For Universities activation, they needed the campus permission to roll out the activation campaign, so I was there to take permission from some Universities that includes BRAC University.
- I had to look over the client’s protocol and policy to roll out any activity
- I had to train up Brand Promoter for hangout so that they can transfer the correct brand essence to the consumer
- I went for field visit to supervise the hangout team, so that they could perform smoothly
- Managing third party vendor for any events and give them brief regarding events and requirements.
- Roll out 16 full event (Till 23rd December to March 16th 2016) Taking part in the meeting and present the overall report regarding my activity and plans.

4.7 Conclusion of hangout

Bringing out lucrative activities in a saturated market is one of the ways to generate profit. I earned a lot of experience doing the campaign. It is also important to let your client know if they are demanding for something impossible or if they are following the wrong track. Working on this event helped me to experience how BTL communications are made for a particular product.

4.8 Recommendation

During my internship period I noticed few things which must be taken care off. Focusing on these issues may bring greater achievement for the company as well as employees. I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- More training programs should be conducted so that the employees can become more efficient and effective.
- There is not much scope of promotions for the employees; therefore scope of getting promotions should be increased in order to motivate employees.
- AMEL must concentrate to increase their CSR activities ultimately that will increase goodwill in the market and also beneficial for the people of the country.
- AEML must come up with transportation facilities because most of the time before and after event it becomes very late for employees to leave office at night.
- There is no work life balance in the agency as AEML is one of the leading agencies in the market, most of the time the workload is pretty high, though the working hour is from 10:30 am to 6:30 pm but it often exceeds because of work pressure. Therefore I think increase of workforce will minimize the problem.

Report Conclusion

AEML is one of the biggest BTL agencies which run under the supervision of Ali Zaker. The experience I gained during my internship period was very valuable. Working with an international brand like Telenor, have been a life changing experience for me. Before organizing an event I had to study the content, manage the brand promoters and visit the venue. During the event days I have to travel much, most of the time I had work outside of office and find out innovative relevant ideas for the project. All these experience is pleasure to me. I learned lot about practical ideas and business operation which later I could relate to my academic learning. All these knowledge that I have gained by working three months, I can surely carry for the rest of my career.

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- Hangout-BRAC University
See more at: <https://www.facebook.com/events/1739737482922861/>